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## COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

May 1, 2017



## Approval of Minutes of February 6, 2017



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## Concept Review: Point Eden Way (Oliver Salt Works)

## Economic Development Presentation



4150 Point Eden Way  
Hayward, California



April 14, 2017



- ▶ Subject Site: 4150 Point Eden Way, Hayward, California
- ▶ Applicant: CenterPoint Properties Trust
  - ▶ Project Lead: William Lu, Senior Vice President
  - ▶ Project Architect: Ware Malcomb
- ▶ Proposed Project:
  - ▶ Advanced Manufacturing / Light Industrial Facility
  - ▶ 98,545 SF (6,000 SF Office Mezzanine)
- ▶ Goal:
  - ▶ Present project and receive City feedback
  - ▶ Determine if proposed use is in line with City vision / goals
  - ▶ Vet through preliminary design and Aesthetics



## ▶ CenterPoint Properties

- ▶ 33 year old national industrial real estate company
- ▶ Focuses on development, investment, and operating industrial assets
- ▶ Long term owner with over 60 Million square feet of property
- ▶ Owned by CALPERS and the management team

## ▶ Project Lead: William Lu

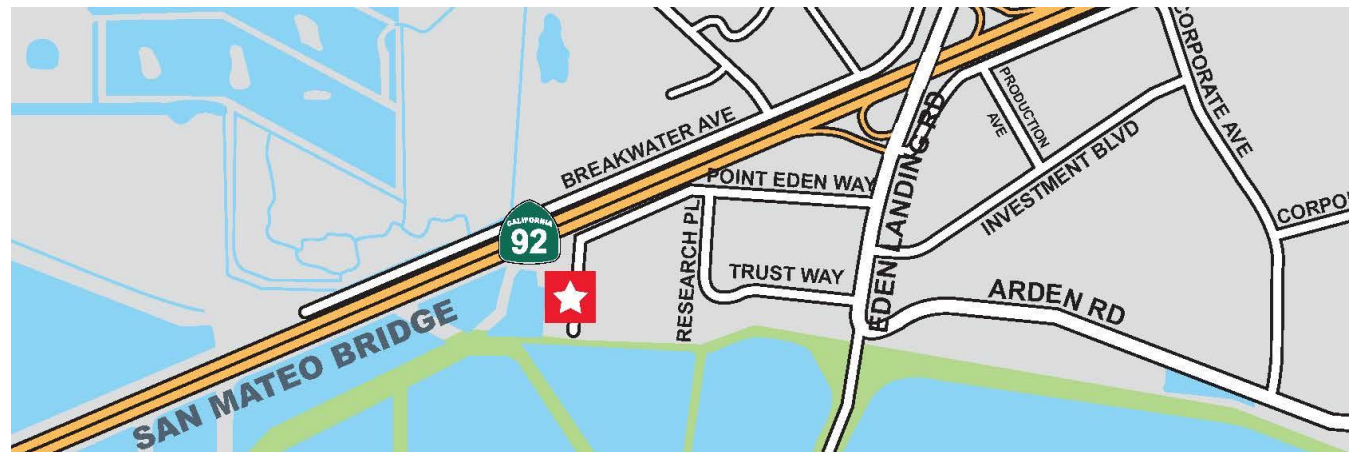
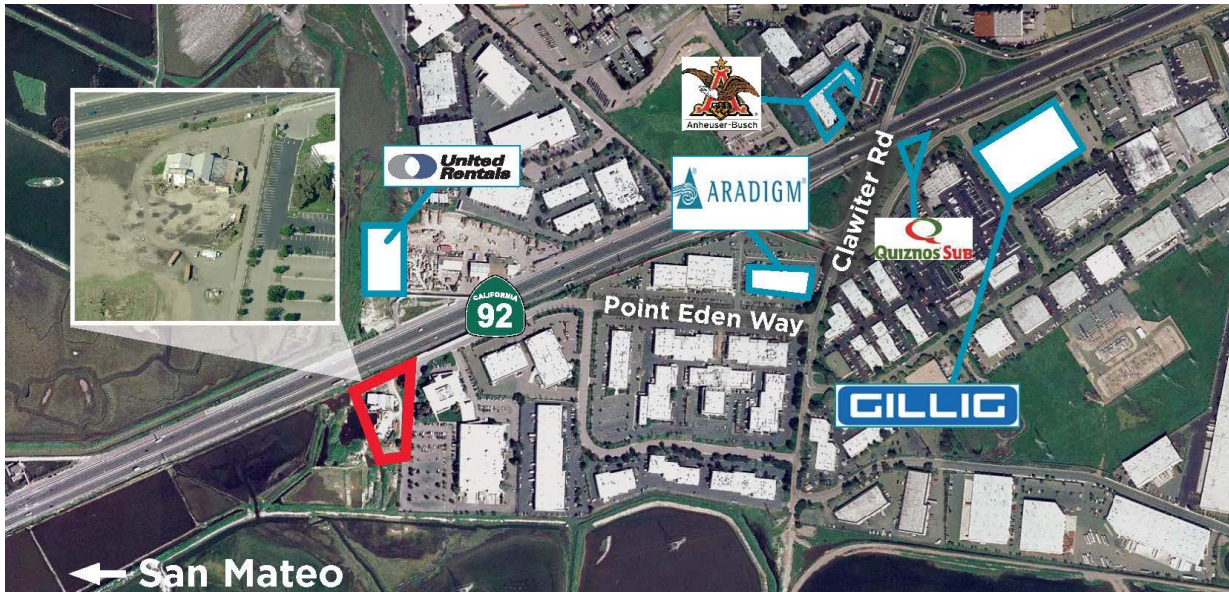
- ▶ Developed over 700,000 SF of Industrial facilities in the East Bay, including Hayward 92 (FedEx) and Cherry Logistics (Amazon)
- ▶ Developed over 4 MSF of industrial in California
- ▶ Experienced with developing in conjunction with the Army Corp, RGWQCB, and other local stakeholders



## ► Ware Malcomb Architects

- Founded in 1972 with a international presence
- Active in multiple product types including, Office, Retail, Industrial, Medial Office, Manufacturing, and Technology
- Winner of multiple awards across different sectors for innovative design and concepts
  - 2017 Los Angeles Business Journal – Best Medical Project
  - 2015 ICSC – Time Warner Cable Flagship Experience Store
  - 2015 Los Angeles Business Journal – Best Office Project
  - 2014 – SF Business Times – top 50 Bay Area architectural firms (#27)

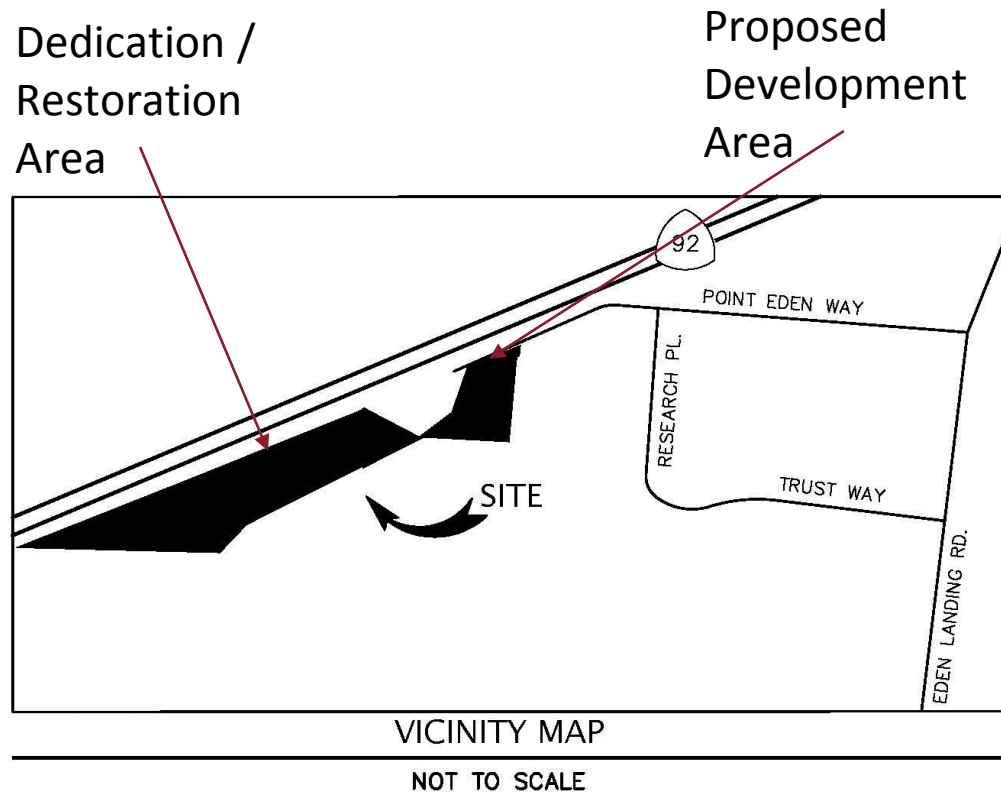
# Property Location



# Existing Structure



# Property Map



# Proposed Rendering



SCHEME 3A

PERSPECTIVE

OLIVER COMMERCE CENTER  
HAYWARD, CALIFORNIA

WARE MALCOMB HW17-0023-00 03.16.2017 SHEET 2

The proposed design is based upon a preliminary concept. It is not intended to be a final design and is subject to change. The design is not intended to be a final design and is subject to change. The design is not intended to be a final design and is subject to change.

**CenterPoint Properties**  
LOGISTICS • INDUSTRIAL  
CENTRO • INDUSTRIAL • COMERCIAL

**CenterPoint**  
centerpoint.com

# Proposed Rendering



SCHEME 3A

PERSPECTIVE

OLIVER COMMERCE CENTER  
HAYWARD, CALIFORNIA

WARE MALCOMB

REVISED 03.16.2017

SHEET 3

# Proposed Site Plan



## PROJECT DATA:

SITE AREA:	+/- 8.1 AC
NET AREA:	+/- 5.49 AC
BUILDING AREA:	92,545 SF
F.A.R.:	.40
PRKG PROV:	93 STALLS
	@ 1.0/1,000
PRKG REQD:	47 STALLS
	@ 5/1,000

## SITE LEGEND:

- ◀ DOCK HIGH TRUCK DOOR
- GRADE LEVEL TRUCK DOOR
- ◁ FUTURE TRUCK DOOR



schema: MP7.0

Preliminary Site Plan

4150 Point Eden Way  
Hayward, California

WARE MALCOMB

PROJECT NO: 2015-001  
DATE: 05/15/2015

SHEET  
1



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CA NATIVE BOTANICAL NAME  
T<sub>1</sub> TREE

LEGEND



STREET LANDSCAPE REQUIREMENTS, BUILDING SETTINGS  
 CHANGES, AND MINOR RE-CONFIGURATIONS OF  
 EXISTING STREETS AND/OR SIDEWALKS TO PROVIDE  
 "SAFE" STREETS FOR ALL USERS  
 - PARKING SPACE PROVIDED BY  
 - PARKING SPACE REQUIRED FOR VEHICLES TO  
 - PARKING SPACE PROVIDED BY  
 - STREET LIGHTS REQUIRED FOR ALL  
 - SIDEWALKS REQUIRED FOR ALL  
 - SIDEWALKS REQUIRED FOR ALL  
 - SIDEWALKS REQUIRED FOR ALL  
 - SIDEWALKS REQUIRED FOR ALL

WATER EFFICIENT LANDSCAPE REQUIREMENTS (TO BE PROVIDED IN FINAL PLANS)

**WATER EFFICIENT LANDSCAPE REQUIREMENTS (TO BE  
APPLIED TO ALL NEW AND EXISTING SITES, REPEAT DURING  
RE-OPEN, CLOSURE PERIOD PLAN, AND RE-OPENING PERIOD)  
THREATS TO THE LANDSCAPE AND THE NEED TO BE RE-OPENED  
SOLAR REQUIREMENTS TO BE RE-OPENED  
TO BE RE-OPENED PERIOD PLAN, AND RE-OPENING PERIOD  
WATER USAGE TO MEET STATE WATER EFFICIENT LANDSCAPE STANDARDS  
LANDSCAPE PLAN TO MEET STATE WATER EFFICIENT LANDSCAPE STANDARDS  
LOCALITY AND RE-OPENING PERIOD PLAN, AND RE-OPENING PERIOD PLAN**





- ▶ **Advanced Manufacturing / Light Industrial**
  - ▶ Reduced Dock Door Count
  - ▶ Increased Car Parking
  - ▶ High Image Glazing
  - ▶ Office Mezz constructed with Shell
  - ▶ Glazing and Imbeds to support 2-story mezzanine expansion
  - ▶ Increased Power (3,000 AMPs proposed)
- ▶ **Focused on non-traditional warehousing tenants**
  - ▶ **Target Tenant**
    - ▶ E-commerce (next day or same day delivery)
    - ▶ Advanced Manufacturing (large office with assembly and warehousing)
    - ▶ Food and Beverage
    - ▶ Light Industrial / Manufacturing
    - ▶ Tech Assembly



- ▶ 21 Total Tenant Prospects in Project Size Range
  - ▶ 43% traditional warehousing tenants
  - ▶ 19% confidential with no information
  - ▶ 38% alternate use tenants
    - ▶ Retail combined with warehousing/distribution
    - ▶ Technology support industrial
    - ▶ Food manufacturing and distribution
    - ▶ E-commerce
    - ▶ Light Manufacturing



- ▶ ALTA Survey
- ▶ Preliminary 401 application (Army Corp)
- ▶ Biological / Wetland Reports
- ▶ Civil Design
- ▶ Historical Designation Analysis
- ▶ Environmental Reports (Phase 1 & Phase 2)
- ▶ Geotechnical Design Report



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## Pop-Up Program Update (*Oral Report*)



## **Goal SR2.A**

Establish Comprehensive retail attraction program for desired retailers and offer incentives to existing service/retail businesses for expansion and improvement



# Hayward Pilot Popup Program

## [Popuphood.com/hayward](http://Popuphood.com/hayward)

August 2016 partnered with Sarah Filley co-founder of Popuphood to implement the Hayward Popup to Permanent program

October 2016 implementation began

October 11<sup>th</sup> Property Owner Charrette



## Seven vacant properties were identified for pilot program:

Bank Building	1004 B Street
Former ME Lounge	846 B Street
Former Kupe Restaurant	943 B Street
Former Medicine Chest/Pharmacy	925 B Street
Green Shutter Hotel	22650 Main Street
Ken Mitchell Property	1010 B Street
Former Donut Shop	966 B Street

# Underutilized Space



Building conditions

Lease terms too long

Property owner unwilling to make  
tenant improvements

Lack of incentive programs to  
attract businesses

# About Popuphood



**Popuphood focuses on incubation of microenterprises**

**First Popuphood program started in Oakland, CA.  
Revitalized Old Oakland.**

**Trial for brick and mortar businesses , testing concepts with less financial risk**

**Popuphood model to curate local independent retail tenants for short term leases offering subsidies**

# Press and Media Relations



## ► Featuring Popuphood

- Kickstarting local development with pop-up stores, **Forbes**
- Pop Ups and Falling in Love with Your City\_ **Urbanland Magazine**
- The Power of Pop-up Retail\_ **CURBED**



# Small business week

## Popup to permanent launch

Feature vacant property

Mixer environment

Panel discussion

- ✓ SBA-assistance including loans
- ✓ Kiva-connects people through lending
- ✓ Working Solutions-provides affordable microloans
- ✓ Nav-offers credit reports at no cost



# Next Step

## Façade TI Popup Incentive Program

Phase I up to \$5,000

Architectural and Professional Fees

Exploratory Construction

Renderings

Phase II up to \$35,000

Signage

Lighting

Exterior Painting

Options

Grant

Matching Program

Reimbursement



# Popuphood video

<https://vimeo.com/33187820>

# Benefits



**CITY ECONOMIC DEVELOPMENT**

**BUSINESS OWNER**

**PROPERTY OWNER**

**[POPUPHOOD.COM/HAYWARD](http://POPUPHOOD.COM/HAYWARD)**



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## Business Appreciation Event Review (*Oral Report*)



# **Business Appreciation Event**

**Stonebrae Country Club March 2**

**Mix of industrial and retail businesses**

**Raffle**

**Estimated attendees 65 (excluding  
City staff)**



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Future Agenda Items



# Committee Member/Staff Announcements and Referrals



# Adjournment